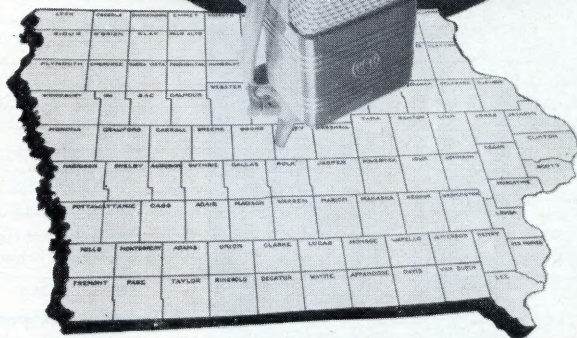
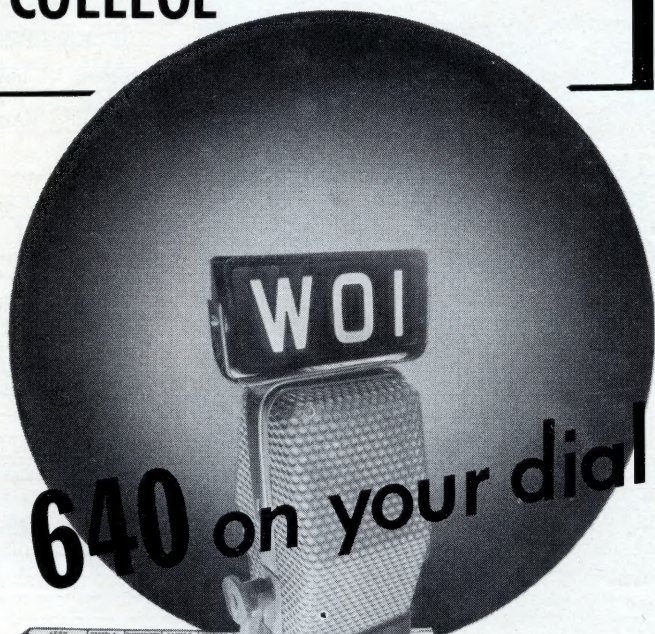


*Serving the Midwest from*

# IOWA STATE COLLEGE



**Member of the National Association  
of Educational Broadcasters**





# *WOI is ready for the future*

*This issue of WOI's bulletin appears in a new dress. It is hoped that the new publication will provide an even better coverage of the activities of WOI and of the station's plans for the future.*



*For 27 years WOI has carried on an educational program devoted to discussion of problems of interest to the people of Iowa and the midwest. Throughout this long period—one of the longest of any educational radio station in the country—the emphasis has been on the type of program that is definitely educational in nature. Discussions of pertinent problems in agriculture and home economics, engineering, veterinary medicine and the applications of science to everyday life have been prominent in the picture; the musical programs have been designed to provide WOI's listeners with the best of all types and levels of music.*

*The future opportunities for WOI are bright. In addition to the traditional AM service, facilities are nearing completion for FM service, which will provide night-time programs to supplement the present daylight schedule.*

*Plans are also under way to install television as a third prominent phase of the activities of WOI. The Iowa State College is the first, and at present the only, educational institution in the country to have a regular television permit.*

*As we study the possibilities of these three areas of radio—AM, FM and TV—it becomes apparent that there are tremendous opportunities for greater service to the people of the state and to the public schools. For example, television offers unusual facilities for presenting demonstrations of pertinent activities in the fields of agriculture and other applied sciences by men and women well qualified in these particular fields. It is expected that within 5 or 10 years the state of Iowa will be fairly well blanketed by TV and that most schools will have receiving sets. A little thought will easily show the possibilities of the expanded radio program in all fields of education.*

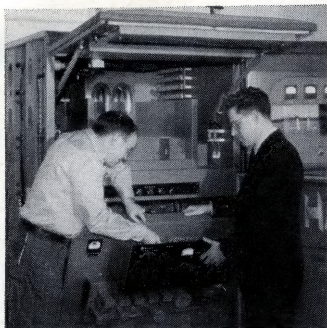
*WOI welcomes the suggestions and ideas of its audience as to new, expanded or more desirable features of the program. Our constant aim is to provide a service which will be of maximum benefit and pleasure to the people of Iowa.*

*Charles E. Incey*

*President, The Iowa State College*

## **SERVICE TO FARM AND**





*Engineers Louie Lewis and Chauncey Hoover inspect WOI's new FM transmitter.*

Newest radio development at Iowa State is WOI-FM, a completely new station to be completed and on the air by July, 1949. Transmitting from a newly constructed tower 535 feet in height, WOI-FM, unlike WOI, will be permitted to broadcast without government restriction at night, and will operate from 4:45 p. m. to 10:00 p. m. with programs of music, news, markets, public affairs and sports. Expected to cover an area of 65 or more miles in radius, WOI-FM will have 15,600 watts of power, and will transmit on 90.1 megacycles.

To receive WOI-FM, listeners will need an FM radio receiver or an inexpensive "FM tuner" or "FM converter" to adapt their present sets to receive WOI-FM. Local radio dealers can supply information.

**Point to remember—new, high-fidelity FM cannot be received on the 550-1700 kilocycle band which appears on most of your radio dials. FM can be heard only on the FM band. Detailed information on WOI-FM may be obtained by writing to WOI-FM, Iowa State College, Ames, Iowa.**

### BASIC PROGRAM SCHEDULE

Station WOI-FM

ISC Broadcasting Service

90.1 mc.  
4:45 - 10:00 p. m.

Channel 211  
July, August, September

TIME	MON.	TUES.	WED.	THURS.	FRI.	SAT.	TIME
4:45	FM		PREVIEW				4:45
5:00	NEWS		ON	THE	HOUR		5:00
5:05	SUPPER		SERENADE — Melodic Masters				5:05
5:30							5:30
6:00	DINNER		HOURL	NEWS			6:00
6:15	MUSIC		TO	REMEMBER			6:15
6:30							6:30
7:00	NEWS		ON	THE	HOUR		7:00
7:05			TWILIGHT SYMPHONY				7:05
7:30							7:30
8:00	World News—RURAL REPORTER—The Day's Markets						8:00
8:15	—WORLD REVIEW— Public Affairs—State, National, International						8:15
8:30	Sacred		—ON		WINGS OF SONG—		8:30
8:45	Selections				Hymns Oratorios		8:45
9:00	FINAL		NEWS	EDITION			9:00
9:15	EASY		RHYTHMS —		Armchair Serenade		9:15
9:30							9:30
10:00	OFF		THE	AIR			10:00

# HOME---GOOD MUSIC---





DICK HULL, director of radio, came to over-all management of WOI's activities from a beginning as student announcer at the station. As president of the National Association of Educational Broadcasters, his interest and influence in school broadcasting go well beyond the borders of the state.



ED WEGENER, conductor of the Music Shop, reader on the Book Club, and director of the Children's Playhouse, came to WOI as production manager in 1943. His time is shared by the station and the Department of English and Speech.



DALE WILLIAMS, an Iowa State alumnus, is known for his ability to tell the farm story accurately and interestingly, and as WOI's ace sportscaster. Besides his broadcasts of college athletic events, Dale can be heard daily on Down On The Farm and Farm Facts.



MARTHA DUNCAN, our women's editor, is a home economics graduate from Oregon State College and the mother of a grown-up family. Martha banks on a full life for background as she cooperates with the Home Economics Division to produce the Homemakers' Half Hour and the Women's Forum.



CAP BENTLEY, market news editor, tells the daily story of market activity to WOI listeners. Cap, as a trained economist, is a reporter and interpreter of that which keeps the agricultural Midwest going . . . the price of farm produce.



BOB MULHALL, a graduate of Loras College of Dubuque, is news editor and traffic manager for Iowa's leading public service station. Bob came to WOI in 1944 and is known to his WOI listener friends for his News-on-the-Hour broadcasts.



CHRIS DONALDSON is making good as college student and radio announcer. He is the youngest member of the permanent WOI staff. Chris, as program assistant, is responsible for much of the scheduling of the station's broadcasts.



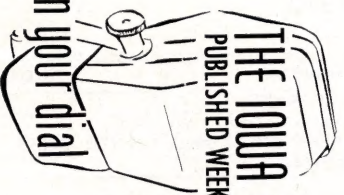
LOUIE LEWIS is another Iowa State alumnus on the station staff. Louie, chief engineer, is in charge of all technical operation and is currently concerned with the study and developmental program for WOI-FM and future television facilities.

# NEWS ON THE HOUR

# programs for everyone

- **MUSIC** . . . Popular and classical . . . morning till night. Familiar classics daily on Music Shop, Song and Symphony, Masterworks, Music to Remember and Twilight Symphony. Iowa State Department of Music each Wednesday . . . popular songs, new and old, on Organ Moods, Music in the Air and Today's Music . . . Happy Tune Time for the children. . . Viking Accordion Band for all.
- **FARMING** . . . Dale Williams and Cap Bentley provide the latest farm and market information each day on Down on the Farm, Farm Facts, Mid-Morning and Closing Market News Editions. Chicago grain quotations each half-hour during the day's trading.
- **HOMEMAKING** . . . Homemakers' Half Hour and Women's Forum with Martha Duncan provide WOI listeners with practical suggestions from the Iowa State Division of Home Economics. Interviews with campus guests and outstanding students.
- **NEWS** . . . Each hour . . . on the hour . . . local . . . state . . . national. WOI news is gathered from the radio wires of United Press and Associated Press and the Iowa State College Information Service . . . prepared by news editor Bob Mulhall.
- **SPORTS** . . . Follow the Cyclones over WOI. Baseball in the spring . . . football in the fall . . . basketball next winter on WOI-FM. Sportstime each day at 5:30.
- **RELIGION** . . . Matins Meditations each morning with sacred music and guest speakers.
- **PUBLIC HEALTH** . . . Talks on public and private health each week through Iowa State Medical Society, Iowa Department of Health and Iowa Society of Osteopathic Physicians and Surgeons.
- **CHILDREN** . . . Children's Corner for pre-school age . . . Children's Playhouse for pre-adolescents . . . Happy Tune Time.





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**640** on your dial

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